Cognitive Psychology Notes-FBMs

Learning objective: Evaluate one theory of how emotion may affect memory.

**Directions: For each of the points in Brown & Kulik’s (1997) theory about flashbulb memories, write studies that either support or challenge their theory.**

-FBMs form when we encounter surprising and highly emotional information.

-FBMs are maintained by overt and covert rehearsal.

-FBMs differ from other memories in that they are more vivid, last longer, more consistent and accurate.

-FBMs involve a special neural mechanism that stores information permanently in a unique memory system.

**INDIVIDUALISM VS. COLLECTIVISM**

**Where do you fall under the individualist/collectivist scale?**

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**Individualist Collectivist**

Think about a major public event specific to your culture. For individualist cultures, describe why more people from your culture would have formed FBMs of that event or collectivist cultures, describe why less people from your culture would’ve formed FBMs of that event.

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